

# San Diego County Children and Families Commission



2001

Celebrating our Accomplishments



# San Diego County Children and Families Commission

1495 Pacific Highway, Ste. #202, MS A-211 San Diego, CA 92101-2417 (619) 230-6460 FAX (619) 230-6466

January 7, 2002

## Letter to Parents and Community Residents County of San Diego

As Chair of the San Diego County Children and Families Commission, I thank you, the parents and community members of San Diego County, for your enthusiastic involvement in our planning and activities. We asked for your participation, and you responded through community conversations, leadership teams, community collaboratives, parent groups, and public comment at our meetings.

Working with you, we have focused on one clear vision: that every child in San Diego County will enter school physically, mentally, socially and developmentally ready to learn. We promise to plan – and to measure – everything we do in the light of that result. Our new Community Inclusion Plan and Evaluation Plan will support and guide our efforts to target priority activities in partnership with the community.

I am proud to present this report highlighting what we have accomplished together in 2001. In this, our second full year of operations, we saw the success of the Immediate Needs Grants issued in 2000. We released our first Request for Grant Applications and funded fifty new grants totaling \$17.7 million. And we took the first steps for major initiatives for school readiness partnerships, literacy, child care provider incentives, and kits for new parents. These initiatives will be fully implemented in 2002.

Proposition 10 funds can make a strong contribution to the well being of our children and families. However, Prop 10 dollars are limited. We are dedicated to building the capacity of our communities to support families over the long term. We will use our grant processes to strengthen community groups and providers, foster new linkages and leverage resources. Through careful allocation of reserves, we will extend the availability of funds for these sustaining efforts.

The Commission, our Technical and Professional Advisory Committee, and our Commission staff look forward to your continuing commitment to children and families.

Sincerely,

Bill Horn  
Chair

Commission

Bill Horn  
Chair

Sandra McBryer  
Vice Chair

Barbara Ryan  
Secretary

Rodger G. Lum, Ph.D.  
Director

W. Harold Tuck, Jr.  
Director

Gloria Bryngelson  
Executive Director

# Year 2001 Milestones

## Planning for Results

- ✧ Adopted a three-year Strategic Plan incorporating results-based approaches into planning, funding and evaluation, and allowing for longer-term funding.
- ✧ Approved an annual Implementation Plan identifying specific priority results.
- ✧ Developed leadership teams to guide long-term efforts for literacy, school readiness, and evaluation. The teams, made up of Commissioners, TPAC members, professionals, parents and community agency representatives, are modeled on the success of the Civic Engagement Leadership Team.

## Community Inclusion

- ✧ Produced "Hand in Hand 4 Kids, " a plan outlining the Commission's commitment to and methods for community inclusion in decision making.
- ✧ Developed community capacity through a community organizing strategy with parent groups in El Cajon, Imperial Beach, and the Murphy Canyon Military Family Cluster. Each parent group has developed a specific plan to benefit children and families in their community.
- ✧ Conducted eleven community conversations throughout the County on school readiness, literacy, the Implementation Plan, partnership for results, and the Welcome Baby Kit.
- ✧ Partnered with the three community engagement parent groups to host community conversations and serve as contact points for their communities.
- ✧ Tested new community meeting facilitation methods such as "Open Space" and "Appreciative Inquiry" to improve effectiveness in engaging the community.
- ✧ Engaged our ethnic communities through outreach and conversations, providing translation as needed and conducting two community conversations in Spanish.
- ✧ Convened TPAC meetings at community sites to increase community/TPAC communication.

## Collaboration

- ✧ Initiated a partnership for results with grantees to support resource sharing and establishment of linkages among grantees.
- ✧ Modified the grant application process to require a brief pre-application, to allow the source selection committee to identify, up front, projects that could maximize their results through collaboration.
- ✧ Shared information and training with the Orange County Commission and explored other opportunities for collaboration on issues of common concern.

# Year 2001 Milestones

## Funding

- ⚙ Funded 55 competitive grants totaling up to \$19.5 million as a result of the Request for Grant Applications (RFGA) issued in late 2000.
- ⚙ Released Requests for Grant Applications for priorities identified in the 2001-2002 Implementation Plan to fund up to \$14 million for developmental and health assessments, and up to \$250,000 for a literacy resource guide and literacy training for library staff.
- ⚙ Renewed funding for four Immediate Needs Grants, originally funded for 2000-2001, for:
  - Dental screening and oral health education
  - Smoking cessation program training for perinatal care providers
  - Breastfeeding/breastmilk management education for healthcare and child care providers
  - ParentingLink information and referral phone service and web site
- ⚙ Funded the San Diego CARES Project to promote child care provider education and retention. The Commission allocated approximately \$2.5 million and leveraged approximately \$625,000 in additional support from the State Commission. This two-year project, initiated in June 2001, will fund education stipends for over 3000 child care providers throughout the county.
- ⚙ Approved funding for CPR, first aid and other training for child care providers throughout the county.
- ⚙ Supported small, parent-led organizations for parent education and information and family support services.
- ⚙ Initiated local planning and implementation of the State Commission's long-term, comprehensive School Readiness Initiative. The Initiative will provide San Diego County up to \$11.9 million in State Commission funds over four years, to be matched locally. The Commission received \$220,000 from the State Commission for implementation planning.

## Evaluation

- ⚙ Developed "Results 4 Kids: Numbers and Stories," an evaluation plan that outlines the why, what and how of measuring the results of Proposition 10 activities.

## Infrastructure

- ⚙ Developed Commission policies regarding media and funding activities, and policies regarding participation in community events and professional associations
- ⚙ Supported Board of Supervisors action to change the Children and Families Commission ordinance to increase the term of at-large Commission members.
- ⚙ Added staff to support long term school readiness and literacy initiatives, evaluation, and grants monitoring.

## VISION

Every child in San Diego County will enter school physically, mentally, socially and developmentally ready to learn.

## MISSION

The San Diego County Children and Families Commission provides proactive leadership to achieve this vision by:

- ⚙ Funding services
- ⚙ Advocating for policy change at local, state and national levels
- ⚙ Coordinating and leveraging existing resources
- ⚙ Developing infrastructure
- ⚙ Building community capacity to support families

## VALUES

- ⚙ Programs and activities are for the benefit of all children
- ⚙ Parents are the child's first teachers, and we respect their capacities and skills
- ⚙ We welcome the diversity of San Diego's communities
- ⚙ Our communities possess our greatest assets and their participation is essential to our success
- ⚙ The Commission and the community are mutually accountable to our children
- ⚙ We are committed to excellence

## OPERATING GUIDELINES

- ⚙ Open and inclusive processes
- ⚙ Seamless, family-focused systems
- ⚙ Responsiveness to the needs of all children in the community
- ⚙ Cultural competence
- ⚙ Prevention and early intervention
- ⚙ Partnership and collaboration
- ⚙ Coordination and enhancement of existing effective resources and services
- ⚙ Prioritization, allocation and leveraging of resources for effective investments
- ⚙ Awareness and promotion of no-cost and low-cost solutions
- ⚙ Potential for achieving selected results through proven and/or innovative programs
- ⚙ Community and intergenerational solutions
- ⚙ Measurable results
- ⚙ Sustainability



## 2001 Commissioners

Bill Horn, Chair  
Sandra McBrayer, Vice Chair  
Barbara Ryan, Secretary  
Rodger G. Lum  
W. Harold Tuck, Jr.

## Technical and Professional Advisory Committee

### January - June 2001

Sandra McBrayer, Chair  
Aurora Zepeda, Vice Chair  
Erendira Abel  
Joanne Bushby  
George Cameron  
Madonna Carlson  
Michael Carr  
Michelle Bray Davis  
Barbara Fielding  
Kristin Gist  
Annamarie Martinez  
Lois Pastore  
Barbara Ryan  
Cecil Steppe  
Charlene Tressler  
Nancy Wight

### July-December 2001

Sandra McBrayer, Chair  
Aurora Zepeda, Vice Chair  
Joanne Bushby  
George Cameron  
Madonna Carlson  
Glenda Duke  
Marty Giffin  
Kristin Gist  
Nancy Graff  
Annamarie Martinez  
Rita Mooney  
Pam Nagata  
Lois Pastore  
Mary Sammer  
Charlene Tressler

## Executive Management Staff

Gloria Bryngelson, Executive Director



San Diego County  
Children & Families Commission

1495 Pacific Highway #202  
San Diego, CA 92101  
TOLL FREE (866) 726-8831  
(619) 230-6460  
[www.ccfc.ca.gov/sandiego](http://www.ccfc.ca.gov/sandiego)